

E85 Coalition Steering Committee Meeting
July 27, 2006 @ OEMC - 225 E. 16th Ave., Ste 650, Denver
9:30am-11am

Attendees:

Ed Lewis, OEMC
Rob Pearson, OEMC
Megan Castle, OEMC
Sara Graf, OEMC
Drew Bolin, OEMC
Angela Crooks, OEMC
Nikki Kuhn, OEMC
Liz Kizer, Sinclair Oil Corporation
Ron Clatterbuck, Colorado State Fleet
Gerry Harrow, Weld County Garage
Patrick Hammel, CDPHE
Wayne Morton, Panda Ethanol
Julie Taulman, M45 Marketing Services
Bob Kistner, Energy Planning Consultants, Inc.
Mark Sponsler, Colorado Corn Growers Association
Katrina Reed, Colorado Corn Growers Association
Troy Hill, Hill Petroleum
Stacey Simms, American Lung Association
Roger Guzman, Guzman Enterprises
Jon Van Bogart, Clean Fuel USA
Tim Rehder, EPA
David Skelton, Northeastern Wyoming Resource Conservation & Development Area
Wendy DeFoe, NREL
Margo Melendez, NREL
Lynn McKee, Great Western Ethanol
Lenora Bohren, CSU
Marc West, Denver Water
Emmitt Weeams, Denver Water
Maria Secrest, Garnsey & Wheeler Ford

A draft funding matrix was presented by a Coalition subcommittee. The funding matrix was created to identify factors that would determine criteria in support of funding from the Coalition. The funding matrix and other measures were discussed with the Steering Committee to communicate requirements for station owners interested in installing E85 pumps in Colorado. In turn, station owners would also have certain guidelines and expectations in regards to fuel supply, pricing, and marketing.

Ed Lewis, OEMC, gave an explanation on Colorado's Alternative Fuel Income Tax Credits to the group, stating Colorado offers one of the most generous in the nation. These tax credits are detailed on OEMC's website at:
<http://www.colorado.gov/oemc/programs/transportation/index.htm>.

Katrina Reed, Colorado Corn Growers Association, discussed different aspects of the Colorado Corn Growers Grant money, including specific funding for E85 hangtags, coupons, pump promotions, and dealership educational trainings. Colorado Corn will combine its grant monies with the E85 Coalition funds to advance and support the mission of the Coalition.

Ed Lewis, OEMC, announced that the E85 Coalition's grant proposal for the DOE Infrastructure RFP is officially under consideration.

Julie Taulman, M45 Marketing Services, presented the group with a proposal to perform E85 marketing services for the Coalition.

Megan Castle, OEMC, gave an update on media coverage the Coalition has received. Since last month's meeting, there has been a spot on 9news about the E85 Coalition

and there will be an upcoming Denver Post article. In addition, Drew Bolin, OEMC director, was interviewed by Univision about E85. Also, Gerry Harrow, E85 Steering Committee Chairman, gave an interview to the Northern Colorado Business Report.

The National Ethanol Vehicle Coalition (NEVC) now has an E85 Spanish hotline. The number is available on OEMC's website.

The grand opening of the first E85 pump installation at a Hill's Petroleum site is scheduled for sometime in early September. An E85 Coalition subcommittee will begin plans for the marketing and promotion for the grand opening event.

The Coalition has decided to meet on the 4th Thursday of every month. The next meeting will be held August 24 from 10 a.m. to Noon at OEMC. OEMC is located at 225 E. 16th Avenue, Ste. 650 in Denver, CO, 80206.